

**Bike to Work Day 2012 Steering Committee  
Meeting Notes  
Wednesday, March 14, 2012**

**1. Introductions**

**2. Approval of Minutes from January 11, 2012 Meeting**

The minutes were approved as written.

**3. In-kind Sponsors**

REI will be providing bike-tech support at the following pit stops: Alexandria Old Town, College Park, Fairfax Corner, Rockville Town Center, and Rosslyn. Whole Foods will be providing food & beverage for certain pit stops. Honest Tea will only be providing beverages for the Bethesda pit stop. Peak Racks will donate a bicycle rack to raffle off. BicycleSPACE will donate bicycles from Jamis and Brompton, as well as patch kits and other assorted bicycle gear and accessories from Topeak, Green Guru, Timbuk2, and OnGuard Locks. City Bikes is donating Specialized helmets and bicycles from Jamis, Specialized, and a hybrid/electric bike by Giant.

**4. Posters and Rack Cards**

Nearly 90,000 flyers and rack cards are being printed this week, and for the first time a portion of flyers will be in Spanish. Both will be delivered together and should arrive by next week. Most pit stops will get 300 flyers and 500 rack cards, unless other arrangements have been made either as a running tradition or as a recently made request.

**5. Banners**

Commuter Connections has enough sponsor money to pay for banners again for pit stops who requested one. Gold and Silver sponsors will appear on the banners. The vendor selected is FastSigns of Herndon/Reston, which was a referral by Reston pit stop manager Liz Badley. Pit stop managers are asked to hang the banners within a high traffic area near the site of the pit stop. The information to appear on the banner will reflect pit stop name and time as seen on web site and an abbreviated version of the pit stop location.

## **6. Web Site**

The 2012 Bike to Work Day web site is now live and open for registration. Last week all of the pit stop managers were asked to take a look at their pit stop pages to verify all of the information for accuracy. All of feedback and changes have been made. Additional changes can be made such as adding local sponsor logos onto the pit stop pages.

## **7. Salsa Reporting**

Greg Billing from WABA walked the Committee through the reporting process. All of the Bike to Work Day registration set ups have been created by WABA and are scheduled to go out weekly, each Thursday starting in April. The report will not be in real time, rather it will reflect a weekly snapshot and each week the report will be cumulative. Pit stop managers will receive an email from a third party source which will contain a link where pit stop managers can download registration data for their specific location only. A list of instructions was distributed outlining the steps involved to successfully download the data into an Excel format.

## **8. Convoys**

More than twenty convoys have been formed by volunteers of the Washington Area Bicyclist Association and are posted on the web site. The convoys will be led by experienced bicycle commuters and all have different start locations. Many terminate in downtown DC but not all. More convoys may be added.

## **9. Water Bottles**

Mike Bleakley from City Bikes was not available to attend the meeting however he did communicate via email that his bike shop would continue the tradition of organizing the water bottle order for the Bike to Work Day event, through Specialized, at a discount. Water Bottles will contain the BTWD and sponsor logos found on the poster and the minimum order amount is 50 water bottles per pit stop.

## **10. Progress Reports from Pit Stop Managers**

Pit stop managers provided brief mentions of plans for their local events.

## **11. Other Business**

The next meeting is scheduled for Wednesday May 9, 2012 at 10:00 a.m.